

**APPROVED**  
**BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE**  
**CITY HALL**  
**8<sup>th</sup> FLOOR CONFERENCE ROOM**  
**100 NORTH ANDREWS AVENUE**  
**FORT LAUDERDALE, FL 33301**  
**September 14, 2015, 3:30 P.M.**

MEMBERS	September 2015 – August, 2016				
	REGULAR MTGS		SPECIAL MTGS		
		Present	Absent	Present	Absent
Greater FTL Chamber of Commerce <u>Eduardo Fernandez</u> , Chair	P	1	0	0	0
Marriott Courtyard <u>Bill Cunningham</u> , Vice Chair Thomas Miller, Alternate	P	1	0	0	0
B Ocean Fort Lauderdale <u>Jean Capps</u> (Arr. 3:40 p.m.) Steven Donahue, Alternate	P	1	0	0	0
The Gallery at Beach Place Mick Grosh, General Manager Carmen Barbagelata, Alternate	A	0	1	0	0
The “W” Hotel, Capri Hotel, LLC <u>Michel Notten</u> , Alternate	P	1	0	0	0
Beach Redevelopment Adv. Board <u>Ina Lee</u>	P	1	0	0	0
Bahia Mar Patrick Reece John Hopwood, Alternate	A	0	1	0	0
Ritz Carlton Hotel Greg Cook Monique Soriano, Alternate	A	0	1	0	0
Marriott Beach Place Towers <u>Madeline Clark</u> Jackie Foster, Alternate	P	1	0	0	0

**Staff**

Don Morris, Economic and Business Development Manager

Dan Barnett, Wizard Entertainment, BID Manager  
Cija Omengebar, Economic Development Aide  
Lutecia Florencio, Administrative Aide  
Jamie Opperee, Prototype

### **Presenters and Guests**

#### **Communications to the City Commission**

None

#### **I. Call to Order / Roll Call / Quorum**

Chair Fernandez called the meeting to order. At this time there are 9 appointed members to the Board, which means 5 would constitute a quorum.

Roll was called at 3:30 p.m., and it was noted there was a quorum.

#### **II. Approval of Minutes**

- **August 10, 2015**

**Motion** made by Ms. Lee, seconded by Mr. Cunningham, to approve the minutes of the August 10, 2015, meeting as presented. In a voice vote, the motion passed unanimously.

#### **III. Marketing Concept for the Beach / Homeless Issue Project – Andy Mitchell**

Mr. Mitchell reported that he and Mr. Barnett have been discussing how to develop a consistent brand for the beach. People he has spoken with said they love the following about Fort Lauderdale:

- Feels like a community
- Family-oriented
- People know each other
- Place that people stick together

Mr. Mitchell commented that the image of Fort Lauderdale is casual elegance, sophisticated, and reaffirms the affinity for family and community. The holiday image should reflect those attributes and be consistent along the beach. Mr. Mitchell emphasized the opportunities Fort Lauderdale has to capitalize on the mild winter weather. He remarked that they need to stay with the same imaging every season.

[Ms. Capps arrived at 3:40 p.m.]

Ms. Lee reported a meeting she had with Steven Donahue, Director of Sales and Marketing for B Ocean, and said they agreed that a public relations agency is needed to promote the beach year-round. She thought the BID should finance it. Separate from the holiday season branding, there are many other opportunities such as the volleyball tournament, boat show, etc. Ms. Lee also mentioned that the Beach Council marketing meeting talked about tying together all social media for all major hotels.

Chair Fernandez commented that the BID had considered going out for an RFP for re-branding the beach years ago but decided to not go forward with it. He added that the BID needs to stay true to the mission of funding something that will bring greater ROI to the beach area. Ms. Lee clarified that she was not referring to branding, but to public relations. Mr. Mitchell commented that offering a personal, memorable experience to visitors is more powerful than advertising.

Ms. Lee continued that she envisions all the hotels advertising under one banner for the CVB co-op program. She thought the BID could buy a banner, or hire a PR firm to market the beach. She described some web options for advertising.

Mr. Barnett pointed out that some hotel brands do not like to co-mingle (per corporate), even though they want to be a part of a Fort Lauderdale destination. Ms. Lee mentioned that in the past years, she has donated a full-page ad for myfortlauderdalebeach.org in every issue of "Travelhost." She mentioned that other beaches are doing full-page ads in the same section/area of the magazine.

Discussion ensued on the value of a public relations campaign, with most thinking it should be explored, particularly to overcome the perception of the beach as a Spring Break destination. Mr. Morris suggested that they have a workshop to discuss the budget so they know how much money would be available.

Ms. Lee introduced Heidi Dennis, Chair of the Beach Council of the Greater Fort Lauderdale Chamber of Commerce and General Manager of the Atlantic Hotel and Spa.

Mr. Mitchell returned to his talk, beginning a PowerPoint presentation on the homeless issue at 4:00 p.m. Highlights included a brief video of Operation Life Hope, the continuum of care, plans to eliminate veterans and families from the homeless population, coordinating efforts of assisting agencies, and the September 25 event at Broward Convention Center. He noted that sponsorship packets were in the Board packets and urged the hotels and restaurants to participate.

#### **IV. BID Manager Update – Dan Barnett, BID Manager**

Mr. Barnett showed a draft of the holiday light display. Mr. Morris said they had tried out some variations on the lettering, and he distributed a copy of the final result, pending engineering drawings.

Mr. Barnett announced they are in the “soft opening” phase for Food & Beverage on the Beach. Four applications are completed and the restaurants will begin serving in early October. He asked Board members to motivate their properties if necessary.

Mr. Barnett said they will probably have between four and seven active zones. They are considering sandwich board signs behind the lifeguard stands in active areas only during ordering hours. Mr. Barnett said they have also discussed putting vertical banners on poles on the east side of the street in the active areas. After the program gets going, they may ask for funding to make aerial banners (towed by airplanes) on Saturday and Sunday each weekend for six to eight weekends in a row.

Mr. Morris remarked on the importance of the Board members’ properties participating in the program. He also mentioned that merely handing out menus to people in chairs on the beach will not work. Individual hoteliers cannot hand out menus to their guests; everybody sitting in that zone has to have the opportunity to order. The program has to be consistent throughout the beach. Furthermore, Mr. Morris pointed out that paper menus would contribute to trash on the beach, and the Parks and Recreation Department was assured there would not be any paper menus involved in the program.

Mr. Notten expressed concern about possible fraud with payments being made via smart phones or the website. Chair Fernandez explained that the ordering process belongs to each individual business. Eventually, they want to offer the ability for businesses to actually do a seamless transaction. Mr. Barnett explained that the customer would go to the landing page ([myftlb.com](http://myftlb.com)) and then go to the hotel’s page; the hotel would decide how to execute the order/payment. Someone could also walk the beach to take orders digitally. It was noted they could re-evaluate the program’s efficiency after several months and modify it if necessary.

Mr. Barnett stated that all major zones are covered. Chair Fernandez said the Westin had originally not planned to participate because it would not bring a financial return, but they will try it for a year on a trial basis.

Mr. Barnett reported he has met with the Fort Lauderdale Wine and Food Festival promoters and wondered how it went. Chair Fernandez said that Tim Petrillo was involved with it the past year, and they want to expand it to have more venues. Ms. Lee said the CVB is taking it on as a major marketing issue; she said it is a great opportunity for Fort Lauderdale Beach. Mr. Barnett wondered if the event would want BID support and suggested a presentation at the next meeting.

Mr. Barnett stated he had talked to Mr. Nylan from Huka Productions – he said the possibility of doing a second event in April, 2016, was very low due to environmental concerns. Mr. Nylan informed him that November of 2016 would be better suited for a second event.

Ms. Capps said she had met with Grant (Huka Productions), who is considering another opportunity to bring a music event during the low season. He was talking about back-to-back events.

Ms. Lee mentioned that the Florida Fish and Wildlife Commission had a state-wide meeting recently, and turtles were addressed as a non-agenda item. Dan Lindblade, Abby Laughlin, and John Weaver spoke and found out that the commissioners did not know anything about the turtle light problems occurring in Fort Lauderdale. They were more than willing to talk with the City about the issues. Ms. Lee continued the commissioners were receptive to financial impacts of the lighting issues. She said the Coastal Coalition has invited Dr. Elizabeth Trudeau's superiors and others for presentations.

Mr. Morris reported that staff got their consultants to bring a proposal upon which staff made a recommendation to the City Commission regarding the lighting initiative. He said the Commission did not provide direction on it, so staff is moving forward with the current lighting plan. Staff met with different lighting companies to explore alternate methods of lighting on the beach and alerted the Board that they may have to provide some funding for new lights north of Alhambra on the west side of A1A. Mr. Morris stated there was a problem inasmuch as they are at 30% design plans for the projects, and it is difficult to introduce a new element into the Streetscape Project at this time. Hopefully, staff will get direction from the City Commission at a later time.

Chair Fernandez said they were waiting for the sidewalk/wall to be completed and had "high hopes" for the lights; however, when they were switched on, there was not much illumination.

Mr. Morris shared that the City Commission has made preliminary BID appointments, which will be finalized on September 16, 2015. He read the preliminary list of names, noting there were some changes due to the ranking of the top ten positions. Chair Fernandez and Ms. Lee expressed appreciation to Ms. Clark for her service.

Ms. Lee announced a joint meeting with the City Commission and the BRAB on October 12, 2015. She urged members to attend the meeting since no hoteliers will be represented, and she forecast many residents would attend. Mr. Morris advised they would not be discussing the Aquatics Complex except for cost escalation. He added that their biggest issue is to get a set of priorities from the City Commission to help them go forward.

Mr. Barnett said the box wraps have been approved, and they are working out small details. He plans to look at the design for the QR code patch. Mr. Morris also mentioned the boxes have to be thoroughly cleaned before wrapping them.

**V. Communications to City Commission - none**

**VI. Old/New Business**

Ms. Lee mentioned that the County is planning for beach renourishment in November at Segment 2. She said they need to find out how the incoming sand is going to impact the beach – where the staging is, what the timing is, etc. Ms. Lee said they also need to find out what the County's plans for outreach. She gave more details of the County's negotiations with the Army Corps of Engineers regarding funding and timing. There will be 58,000 truckloads of sand brought in. Ms. Lee recommended reaching out to County Commissioner Chip Lamarca, and Chair Fernandez said he would do that.

Ms. Lee distributed a letter from the Chief of Police about the Ambassador Program in the downtown Himmarshee area. She thought the Board should discuss the feasibility of spending funds to bring an Ambassador program to the beach area to help supplement the police. She also had a letter from Chris Wren from the Downtown Development Authority about the program.

Hearing no further business, Chair Fernandez adjourned the meeting at 4:54 p.m.

[Minutes prepared by J. Rubin, Prototype, Inc.]

Attachments:

PowerPoint presentation on the homeless issue – Andy Mitchell

Draft of holiday light display – Dan Barnett

Draft of lettering variations for holiday display – Don Morris